

### **DETAILED ACTION**

Claims 65-80 and 82-87 have been examined. Application 10/007,966 (INTERACTIVE ADVERTISING WITH AN AUTOMATED VIEWING REWARD SYSTEM) has a filing date 11/07/2001 and Claims Priority from Provisional Application 60247473 (11/08/2000).

### ***Allowable Subject Matter***

Claims 65-80 and 82-87 are allowed.

### ***Examiner's Statement of reason for allowance***

The following is an examiner's statement of reasons for allowance: Due to Pre-Brief Appeal Conference decision filed 01/31/11, claims 65-80 and 82-87 are allowed.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, JOHN WEISS can be reached on (571) 272-6812. The official Fax number is (571) 273-8300.

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/DANIEL LASTRA/  
Primary Examiner, Art Unit 3688  
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